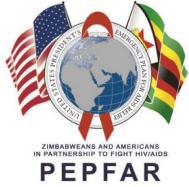


PEPFAR MEDIA AWARDS BRIEF

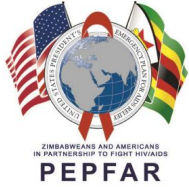
Gay Nyakwende

17/03/2017



Background

- Media Awards Competition are designed to increase coverage of PEPFAR supported initiatives;
- The competition should focus on PEPFAR supported initiatives only;
- PEPFAR is able to support some media visits to certain projects on request.



Rational for media awards

- Increase reportage of PEPFAR supported initiatives in Zimbabwe;
- Raise community awareness of public health issues;
- Promote health seeking behaviors amongst communities;
- Increase uptake of health related services such as Antiretroviral therapy;



Awards Categories

- **Themes:** HIV and AIDS and related fields;
- **Categories:** Photo, Print/Online, Broadcast
- **Entries:** individuals or organizations
- **No of entries:** unlimited – quality reporting
- PEPFAR will monitor consistency of reportage on a monthly basis and;
- Journalist have the responsibility to notify PEPFAR of any publication in the media.



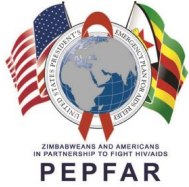
Submission Category

- **Print Journalism:** submit a minimum of **300** and maximum of **2000** words;
- **Submissions:** should have been published in different media – newspapers, newsletters, magazines, online;
- **Photo Journalism:** a minimum of a single photo to a pictorial of up to 10 or an album of up to 20 photos.
- A competition notification will be published in the press by HeJAZ;



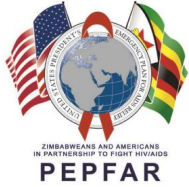
Submission Category

- **Broadcast** (Television/Radio): a minimum duration to 1 minute and a maximum of 1 hour;
- All broadcast materials should be supported/accompanied by a transcript written in English.



PMAC Composition

- PEPFAR MEDIA AWARDS ADJUDICATION COMMITTEE (PMAC)
 - PEPFAR X 3
 - Ministry of Health and Child Care
 - National AIDS Council
 - Voluntary Media Council of Zimbabwe
 - Harare Polytechnic
 - Independent media specialist



SELECTION CRITERIA

- Impact of story on society and adherence to ethical guidelines set in the media code of ethics;
- A story that satisfies the basic tenets of journalism i.e. balance of story, fairness and accuracy;
- Articles should be significant to PEPFAR goals in Zimbabwe;
- Language usage and demonstration of depth of knowledge and research of the subject.

(Source Voluntary Media Council of Zimbabwe)



Selection criteria

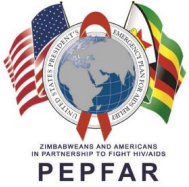
Submissions should :

- Be concise/succinct introduction;
- Have a clearly identified audience;
- Be well researched and packaged in an appealing writing style;
- Be contextualized with a human face to the story
- Highlight a new angle - whats new and significant?
- Impact value/factor on communities/society on morbidity or mortality.



Selection Process

- Individual/Group to submit a **portfolio** – do a write up/justification why one should win;
- HeJAZ members only are eligible for entering the competition;
- In the absence of a byline, present evidence from a recognizable Editor.



Article submission

- Competition commenced in December 2016 to October 31, 2017;
- Winners to be recognized on November 30, 2017 at a venue to be advised;
- Submission of articles should be a continuous process;
- Journalist responsible for highlighting links to articles;
- Ensure that articles are saved in a user friendly format i.e. word.



Way Forward

- The competition is open for HeJAZ members only;
- Story links or articles should be send to NyakwendeG@state.gov as soon as published;
- Winners will be recognized on November 30 at a venue to be advised.